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Sent:	3/29/2017 4:49:41 PM
To:	Henderson, Dedre [Henderson.Dedre@epa.gov]; Frederick, Lydia [Frederick.Lydia@epa.gov]
CC:	Williams, Caroline [Williams.Caroline@epa.gov]; Mutter, Andrew [mutter.andrew@epa.gov]
Subject:	Vocus clips for March 28-29
Attachments:	Region 8 March28-29 NewsClips.pdf

Lydia, Dedre— hi! I did a Vocus exercise today where I applied the R8 Keyword Search to the dates March 28 and March 29 to see the clips results. This was a much busier than usual news cycle due to the Trump news conference and executive order, and my intent was to see how the system worked during high-volume days. The search generated about 700 news items with a couple hundred repeats of about a dozen or so news items generated by AP, Wash Post, NY Times and other nationally syndicated content was picked up by many news outlets in R8.

My general process in filtering through the items was to select "deselect all" at the bottom of the search results and scroll through each item individually looking at headlines and keyword phrases displayed to see if it was a potentially regionally significant news hit. If it caught my attention, I hit the select box on the item and kept scrolling. For the purposes of this exercise, I ignored most of the national content—although I know we'd want to grab most of the significant national hits from the Wash Post, Times, USA today and WSJ. Although I may have selected a few of these by accident. I also skipped a couple dozen TV news clips for this exercise that looked to be a rehash of the national executive order news, except for a one or two mistakes in making selections.

The result of this exercise, which took about 45 minutes, led to the attached PDF clips report.

My sense from glancing at your headlines from today and yesterday is that you probably captured most of these, but I'm curious to see how many significant articles are identified here that would have supplemented today's or yesterday's clips. Also, conversely, how many items you grabbed that aren't here.

I know you are doing this type of analysis already, but I wanted to take a look at this news cycle in particular. I'll set up an hour next week to sit down and discuss your experience so far in using Vocus. As you know, I think there are opportunities and some significant challenges here, and I'd like to distill how Vocus can help supplement the clips process moving forward.

Thanks!

Rich x 6654